L Number	Hits	Search Text	DB	Time stamp
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-	1774	diagnos\$ same (presentation or explanation)	USPAT;	2001/11/16 17:28
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-	1368	presentation same patient samemedical adj procedure\$1	USPAT;	2001/11/16 17:44
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	14	((presentation\$1 same patient\$1) and (medical adj procedure\$1)) and educat\$3	USPAT;	2003/09/07 13:58
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00620802 (THIS IS THE FULLTEXT)

Computers helping patients make decisions on treatment
David Algeo, Denver Post Business Writer
Denver Post, FRI1 ED, P C-01

Friday, November 3, 1995

DOCUMENT TYPE: NEWSPAPER JOURNAL CODE: DP LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT SECTION HEADING: BUSINESS

Word Count: 913

TEXT:

Harry Buschman winces slightly as he sits before a computer terminal at Kaiser Permanente's medical office at 2045 Franklin St. in Denver.

- He presses fingers to the touch-screen and calls up a program that deals with lower back pain. The computer beeps each time Buschman responds to a question about his back problems, which he attributes to his 39-year career in a lumberyard.
- After all the questions have been answered, a 30-minute audiovisual program comes on the screen. Buschman, 58, watches intently.
- "It helped me understand my situation better," he says afterward, adding that the program reinforced his desire to undergo surgery on the two herniated discs in his back.
- Buschman is one of hundreds of patients referred each year to Kaiser Permanente's Shared Decision Making Center, where patients tap into interactive computer programs that help them decide what medical treatment they will receive.
- The concept of high-tech patient education is becoming a familiar one in Denver's health-care business.
- Kaiser Permanente, other health plans and health-care providers offer an increasing array of videotapes, interactive computer laser disks, audio cassettes, telephone programs and other devices that help patients make better decisions and live healthier lives.
- With luck, the patients may save themselves and the health-care industry some time and money in the process.

 "Patients are very hungry for knowledge about medical issues," said Paul Barrett, a physician who oversees the Shared Decision Making Center at Kaiser Permanente's Franklin clinic.
- Although Kaiser Permanente is a recognized innovator in patient education, others in the health-care industry are moving quickly as well.
- "Education is absolutely the centerpiece of the new generation of managed-care plans," said Carl Miller, a spokesman for Blue Cross and Blue Shield of Colorado.
- Last month, the Blues introduced a program called "Personal Health Advisor" to help subscribers to Blues' managed-care plans learn more about health and medical issues.
- To get access to the service, subscribers call a toll-free telephone line that links them to an audio library of 430 programs covering a vast selection of topics. The Blues also provide 24-hour telephone access to registered nurses who field

medical questions.

"The industry refers to it as "demand management,"' Miller said. "That means self-help, self-education and self-care. It means informed care and informed decisionmaking."

Managed-care plans, which include health-maintenance organizations and preferred-providers organizations, tend to emphasize patient education because the plans are indeed health-maintenance plans, Miller said. They have an interest in ensuring that subscribers don't become patients and that those who do make smart choices.

Traditional, or indemnity, insurance plans have tended to be geared to catastrophic coverage, he said.

Starting next year, CIGNA HealthCare of Colorado, which offers several managed-care plans, will offer its subscribers access to a series of videotaped programs by former Surgeon General C. Everett Koop. The tapes, produced for the Time Life Medical Series, provide information about common health problems and medical procedures .

Hospitals are getting into the act too.

On Tuesday, Columbia/HCA Healthcare Corp., a Nashville, Tenn., company that owns Rose Medical Center and other hospitals and clinics in metropolitan Denver, began offering "Columbia Physician Chat," an on-line program that allows computer users to ask questions of medical experts.

The first program, on America Online, allowed computer users to put questions to Alan Heilman, an orthopedic and spine specialist from Houston's Texas Orthopedic Hospital.

Lutheran Medical Center of Wheat Ridge also has a variety of educational programs available to patients and prospective patients. In addition, the hospital operates a Shared Decision Making Center similar to Kaiser Permanente's.

"We are offering these kinds of services because we are dealing with a consumer who is definitely more knowledgeable about their health and definitely more involved in their health," said Jeanine Spellman, a spokeswoman for Lutheran.

"The HMOs may have started it, but if you talk to anyone in health care, you'll find the entire industry is moving in this direction - toward prevention and taking care of yourself."

Kaiser's center offers interactive computer programs covering breast cancer, swollen prostate glands, high blood pressure and lower back pain. The Lutheran center offers the same programs.

The programs are interactive in the sense that the patient keys information about his or her condition, lifestyle, preferences and concerns into the computer; the computer then uses that information to tailor the ensuing audiovisual presentation to the patient 's needs.

The conditions covered by the programs often leave patients with a set of choices that are often confusing, said Kaiser Permanente's Barrett. Ultimately, those choices are best made by the patient, not the physician, because questions of lifestyle and personal preferences are involved.

The programs, developed by Dartmouth University and tested by Kaiser Permanente clinics in Colorado and California, do more than inundate patients with medical jargon. They also present the stories of people who have had the same medical problems and





who have chosen surgery, adication or another course of action of interest to the patient.



The program viewed by Buschman, the lumberyard worker, contained interviews with people who had undergone back surgery rather than endure years of therapy.



"I'm willing to take the risks of surgery," Buschman said.
"I don't want to live with the pain for another 10 or 12 years."

CAPTIONS: PHOTO: The Denver Post/Duane E. Howell VIDEO AID: Harry Buschman of Commerce City uses a new video program at Kaiser offices to learn more about medical procedures concerning his back problem.

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SPECIAL FEATURES: Photo

COMPANY NAMES (Dialog Generated): America Online; Blue Cross; Dartmouth

University; Decision Making Center; HCA Healthcare Corp; Kaiser Permanente; Lutheran Medical Center of Wheat Ridge; Making Center; Rose Medical Center; Shared Decision Making Center; Tenn; Texas Orthopedic Hospital

DESCRIPTORS: computers; health care; companies